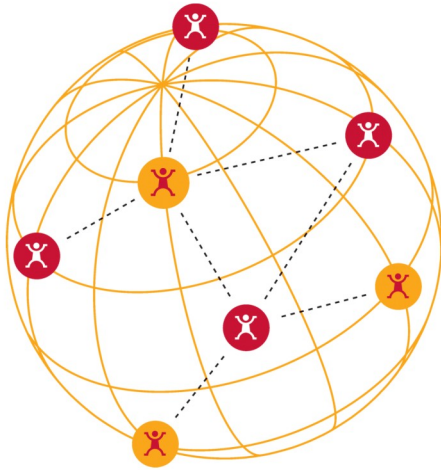


## TRAINING PROGRAM OUTLINE



### MKG-100E **MARKETING MANAGEMENT IN TELECOMMUNICATIONS I**

#### DESCRIPTION

A 10-day Training Program to provide participants with appropriate guidelines, tools and techniques to develop customer-driven strategic and marketing plans and to design and implement more profitable telecommunications service offerings.

The program gives a practical understanding of the key potential strategies and tactics to be used on a short- and long-term basis to face the challenges of competition, to meet customer requirements and to maximize revenues over the next years, for current and future services.

#### OBJECTIVES

- Provide a very good understanding of the global and competitive telecommunications environment and its impacts on the business of existing operators
- Equip personnel responsible for sales and marketing with appropriate guidelines and techniques to develop customer-driven strategic and marketing plans



- Provide the tools and operational methods to develop a customer-driven organization, to implement more profitable service offerings and to determine efficient pricing, routing and settlement procedures for various telecommunications services
- Give an overview of the key management tools to set team and individual business objectives

## TOPICS

- Global and competitive telecommunications environment
  - Deregulation and competition
  - Globalization
  - New telecom players
  - New technologies and services
  - Global trends, impacts and challenges for operators
- The strategic planning process
  - Corporate vision and mission
  - Company objectives
  - Business portfolio
  - Business units competitive strategies
  - Detailed business plan
- The marketing plan
  - Environmental assessment
  - Market analysis
  - Product positioning (4Ps)
  - Forecast, budget and objectives
  - Action plans
  - Monitoring
- New service introduction and marketing tools
  - Business unit
  - Information gathering
  - Product concept development



- Business Case
  - Project outline & task management
  - Product plan
  - Training
  - Testing
  - Product Launch
  - Monitoring
- Sales and account management techniques
    - Customer relationship management
    - Selling in the global environment
- Customer Care
    - Benefits
    - Creating a customer care culture
    - Focus on creating value
    - Customizing services to customers
    - Going the extra mile

## TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, sales, business development and strategic planning
- Managers looking to complement their skill-set by gaining a good understanding of marketing concepts and management

## METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.



## LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

